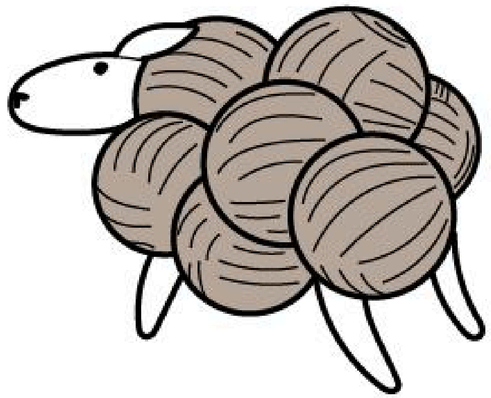


WHITEBIRD

Organic Wool Company

Taemin Kim INM415SBB

Agenda

Introduction

Problem Statement

Persona

Empathize & Define

Analyze & Ideate

Mobile App & Website Features

User Journey & Wireframe

High-fidelity Wireframes

Introduction

Brand Name: WHITEBIRD

Mission: Providing premium organic wool home goods that promote comfort, sustainability, and ethical production.

Tagline: Organic Wool Company

Problem Statement

Consumers and retailers struggle with:

- Greenwashing: Difficulty identifying truly sustainable products.
- Ethical Sourcing: Finding verified organic wool at a fair price.
- Accessibility: Lack of easy purchasing options for sustainable bedding.

Our Solution

- 100% organic wool bedding & home essentials.
- Verified sustainable certifications.
- Transparent sourcing & eco-conscious production.
- Digital platform for direct purchase & wholesale orders.

Persona: Daniel Carter

Age: 34
Job: Sustainable Home Goods Retailer
Location: Toronto, Canada

Bio

Daniel Carter is an eco-conscious entrepreneur who runs a boutique specializing in organic wool bedding and home essentials. He is committed to sustainability and ethical sourcing, ensuring his products promote a healthier, greener lifestyle.

Goal

To offer premium organic wool home goods that promote comfort, sustainability, and ethical production.

Frustration

Struggles with greenwashing and the challenge of sourcing truly organic wool at a fair price.

Personality

Introvert — **Extrovert**

Sensing — **Intuition**

Thinking — **Feeling**

Judging — **Perceiving**

Brands He Likes

COYUCHI
nature comes home

P
PARACHUTE

Empathize & Define

I conducted persona interviews, behavioral observations, and market research to understand eco-conscious business owners like Daniel Carter.

Findings:

- They are passionate about authenticity and ethical business practices.
- Many have had negative experiences with vendors falsely claiming sustainability (greenwashing).
- They prioritize long-term brand relationships and need consistent, high-quality supply chains.

Key Insight: Retailers like Daniel want to confidently offer sustainable products without spending excess time verifying green claims.

Design Challenge: How might we create a trusted and transparent platform that simplifies sustainable sourcing for conscious retailers?

Analyze & Ideate

Market Analysis:
The sustainable home goods sector is growing rapidly, but there's a gap in platforms offering transparent and scalable sourcing solutions. Competitors often focus on end-consumers only, neglecting B2B needs.

User Pain Points to Solve:

- Unclear sourcing
- Lack of wholesale options
- Difficulty verifying certifications

Ideas Generated:

- An integrated Sustainability Dashboard that shows impact data.
- A Certification Verifier to build consumer and retailer trust.
- A user-friendly wholesale portal with real-time inventory tracking.
- Launching a subscription plan for regular stock updates or seasonal drops.

Strategic Direction: Build an experience that feels clean, intentional, and rooted in trust—mirroring the values of our products.

Mobile App & Website Features

E-Commerce Platform – Seamless purchase experience.

Sustainability Tracker – Transparency on sourcing & environmental impact.

Certification Checker – Verification tool for eco-certifications.

Wholesale Orders – Bulk buying options for retailers.

Customer Reviews & Community – Build trust in product authenticity.

Subscription Model – Auto-renewal for recurring bedding needs.

User Journey & Wireframe (Figma Prototype)

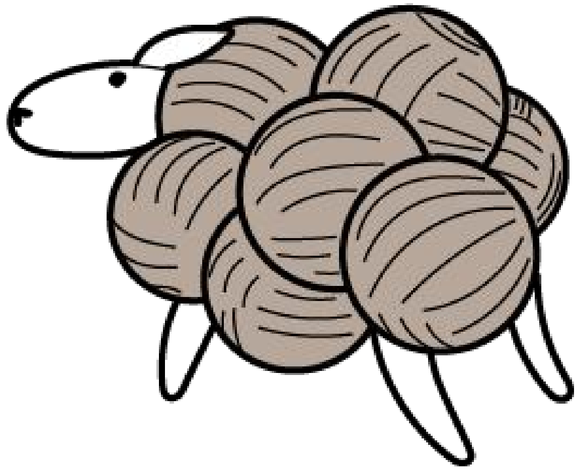
Landing Page: Brand story, Icon for featured products.

Product Page: Detailed descriptions, certification badges, customer reviews.

Checkout: Simple, secure, and optimized for conversions.

Sustainability Dashboard: Impact reports & transparency data.

APP ICON



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#FFF FFF

Wavehaus

28 Thin **95 SemiBold**
42 Light **128 Bold**
66 Book **158 ExtraBold**

High-fidelity Wireframes

WHITEBIRD
Organic Wool Company

Recommended Product

Toddler Pillow
Lorem ipsum dolor sit amet.

Wool Cotton Cover
Lorem ipsum dolor sit amet.

Wool Mattress
Lorem ipsum dolor sit amet.

Mattress Cover
Lorem ipsum dolor sit amet.

Browse More

WHITEBIRD
Organic Wool Company

My Cart

CUSTOMIZE & ORDER

Organic Wool Mattress $000
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4.9 (826) View Review
QTY 1 X remove

CUSTOMIZE & ORDER

Organic Wool Mattress $000
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4.9 (826) View Review
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CUSTOMIZE & ORDER

Organic Wool Mattress $000
Lorem ipsum dolor sit amet. Aut porro distinctio sed ullam repellat At officiis perferendis eum eius sunt.
4.9 (826) View Review
QTY 1 X remove

Order Summary

Subtotal	$000
Shipping	$000
EST Tax	$000
Total	$000

Check Out

WHITEBIRD
Organic Wool Company

Organic Wool Mattress

About this item 4.9 (826) View Review

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Brand	Whitebird
Size	Twin
Product Dimensions	99L x 190W x 15Th Centimetres
Item firmness description	Medium Firm
Top style	Pillow Top
Cover material	100% Organic Cotton
Number of layers	1
Fill material	Organic Wool
Special feature	Matelas dans une boîte
Colour	Grey

Add Item

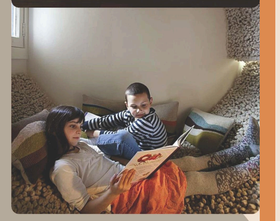
WHITEBIRD
Organic Wool Company

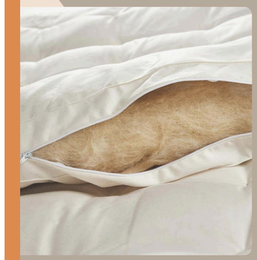
Sleep Better, Live Greener.

The White Bird was born from a desire to transform homes into havens of intentional living.

Rooted in nature, our brand embraces the purity and timelessness of organic wool to create home essentials that bring warmth, comfort, and conscience together.

We believe that a better night's sleep should never come at the planet's expense. Every fiber we use is ethically sourced, every product crafted with care, and every decision made with sustainability at heart.





What started as a small effort to combat greenwashing in the bedding industry has grown into a movement for transparency, ethical production, and meaningful consumption.

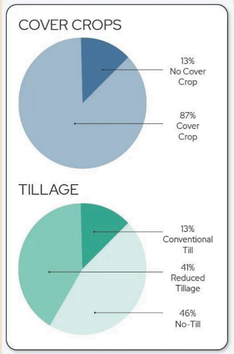
We serve conscious consumers and mindful retailers who demand better—not just for themselves, but for the world.

The White Bird is not just a brand—it's a lifestyle. A call to slow down, simplify, and surround ourselves with things that truly matter.

More About Us

WHITEBIRD
Organic Wool Company

The Future Feels Organic.



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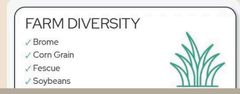

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High-fidelity Wireframes

High-fidelity Wireframes

WHITEBIRD
Organic Wool Company

My Cart | HOME | ABOUT | SHOP | CONTRACT

My Cart

Product	Price	Quantity	Subtotoal
CUSTOMIZE & ORDER 4.9 (826) View Review **Organic Wool Mattress** Lorem ipsum dolor sit amet. Aut porro distinctio sed ullam repellat At officiis perferendis sunt.	$000	– 1 +	$000
CUSTOMIZE & ORDER 4.9 (826) View Review **Organic Wool Mattress** Lorem ipsum dolor sit amet. Aut porro distinctio sed ullam repellat At officiis perferendis sunt.	$000	– 1 +	$000

Coupon Code APPLY

Order Summary

Subtotal	$000
Shipping	$000
EST Tax	$000

Total $000

Check Out

Continue Shopping

High-fidelity Wireframes

WHITEBIRD
Organic Wool Company

My Cart HOME ABOUT SHOP CONTRACT

CUSTOMIZE & ORDER

Organic Wool Mattress

About this item ★★★★★ 4.9 (826) View Review

100% ORGANIC

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Brand	Whitebird
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Colour	Grey

Add Item − 1 +

Thank You

Taemin Kim INM415SBB